



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Ekhaus *et al.*

Application No. 09/887,528

Filed: June 25, 2001

For: **Method and System for High  
Performance Model-Based  
Personalization**

Confirmation No.: 5737

Art Unit: 2163

Examiner: *To be assigned*

Atty. Docket: 07744.0061 (2222.0730001)

**Revocation of Prior Power of Attorney and  
Appointment of New Attorneys of Record**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

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**GROUP 3600**

The undersigned, having express authority to represent Thalveg Data Flow LLC, the assignee of the entire right, title, and interest in the above-captioned application, by assignment filed at the U.S. Patent and Trademark Office on June 25, 2004 (copy enclosed), hereby revokes all powers of attorney heretofore given in the above-captioned application and appoints as his attorneys the attorneys associated with Customer Number 28393, those attorneys currently being: Robert Greene Sterne, Esq., Registration No. 28,912; Edward J. Kessler, Esq., Registration No. 25,688; Jorge A. Goldstein, Esq., Registration No. 29,021; David K.S. Cornwell, Esq., Registration No. 31,944; Robert W. Esmond, Esq., Registration No. 32,893; Tracy-Gene G. Durkin, Esq., Registration No. 32,831; Michele A. Cimbala, Esq., Registration No. 33,851; Michael B. Ray, Esq., Registration No. 33,997; Robert E. Sokohl, Esq., Registration No. 36,013; Eric K. Steffe, Esq., Registration No. 36,688; Michael Q. Lee, Esq., Registration No. 35,239; Steven R. Ludwig, Esq., Registration No. 36,203; John M. Covert, Esq., Registration No. 38,759; Linda E. Alcorn, Esq., Registration No. 39,588; Lawrence B. Bugaisky, Esq., Registration No. 35,086; Donald J. Featherstone, Esq., Registration No. 33,876; Robert C. Millonig, Esq., Registration No. 34,395; Michael V. Messinger, Esq., Registration No. 37,575; Judith U. Kim, Esq., Registration No. 40,679; Timothy J. Shea, Jr., Esq., Registration No. 41,306; Patrick E. Garrett, Esq., Registration No. 39,987; with full power of substitution, association, and revocation, to prosecute said application and to transact all business in the United States Patent and Trademark Office connected therewith.

For the purpose of PAIR, the Customer Number is 26111.

The undersigned hereby grants said attorneys the power to insert on this Power of Attorney any further identification that may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office.

Send all correspondence to:

Customer Number 26111  
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.  
1100 New York Avenue, N.W.  
Washington, D.C. 20005-3934.

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FOR: Thalveg Data Flow LLC

SIGNATURE: 

BY: JULIA UETZEL

TITLE: AUTHORIZED PERSON

DATE: 26 AUGUST 2004



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## Exhibit B

## ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, Net Perceptions, Inc., a Delaware corporation, having offices at Edina, Minnesota ("Assignor"), does hereby sell, assign, transfer and convey unto Thaveg Data Flow LLO a Delaware Corporation, having an office at 171 Main St. #271, Los Altos, CA 94022 ("Assignee") or its designees, all of Assignor's right, title and interest in and to the patent applications and patents listed below, any patents issuing on any patent applications listed below, the inventions claimed in any of the foregoing, any and all counterpart United States, International and foreign patents, applications and certificates of invention based upon or covering any portion of the foregoing and all renewals, divisionals, renewals, extensions, provisionals, continuations and continuations-in-part of any of the foregoing (collectively "Patent Rights"):

Patent Title and Inventors	Status	Jurisdiction	Registration/ Application Number	Date Issued/Filed
Metadata-driven data presentation module for database system - Dvovich, Bepko	Issued	United States	6,308,168	10/23/01
System, method and article of manufacture increasing the user value of recommendations - Bieganski	Issued	United States	6,321,221	11/20/01
System, method and article of manufacture for making serendipity-weighted recommendations to a user - Bieganski, Konstant, Riedl	Issued	United States	6,334,127	12/25/01
System, method and article of manufacture for making a compatibility aware recommendation to a user - Bieganski, Konstant, Riedl, Frankowski	Issued	United States	6,412,012	6/25/02
Optimized rule-based constraints for collaborative filtering system - Ransier, Guralnik	Pending	United States	09/404,597	9/24/99
Rule driven recommendation system - Mandoli, Bernicki, Guralnik, Lehman, Wueller, Durant	Pending	United States	09/661/436	9/13/00
High performance model-based personalization - Blahaus, Driskill, Moller	Pending	United States	09/887/528	6/23/00

Assignor represents, warrants and covenants that: (i) it is the sole owner, assignee and holder of record title to the Patent Rights identified above, (ii) it has obtained and properly recorded previously executed assignments for all patent applications and patents identified above as necessary to fully perfect its rights and title therein in accordance with governing law and regulations in each respective jurisdiction, and (iii) it has full power and authority to make the present assignment. Assignor shall indemnify and hold harmless Assignee for any breach of the foregoing.

Assignor further agrees to and hereby does sell, assign, transfer and convey unto Assignee all rights: (i) in and to causes of action and enforcement rights for the Patent Rights including all rights to pursue damages, injunctive relief and other remedies for past and future infringement of the Patent Rights, and (ii) to apply in any or all countries of the world for patents, certificates of invention or other governmental grants for the Patent Rights, including without limitation under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement or understanding. Assignor also hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents or certificates of invention which may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

Assignor will, at the reasonable request of and at the expense of Assignee, do all things necessary, proper, or advisable, including without limitation the execution, acknowledgment and recordation of specific assignments, oaths, declarations and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, sustaining, and/or enforcing the Patent Rights. Such assistance shall include providing, and obtaining from the respective inventors, prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, powers of attorney, specifications, declarations or other papers and other assistance reasonably necessary for filing patent applications, complying with any duty of disclosure, and conducting prosecution, reexamination, reissue, interference or other priority proceedings, opposition proceedings, cancellation proceedings, public use proceedings, infringement or other court actions and the like with respect to the Patent Rights.


The terms and conditions of this Assignment shall inure to the benefit of Assignee, its successors, assigns and other legal representatives, and shall be binding upon Assignor, its successor, assigns and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at \_\_\_\_\_ on Dec.  
30, 2003.

ASSIGNOR

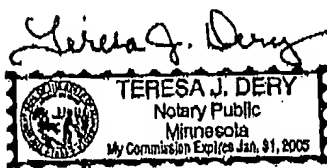
By:

Name:

  
Thomas Donnelly

(Notarization Required)

Title:

President and CFO

12/30/03